GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1704
ANSWERED ON:10.12.2008
PROMOTION OF DD PROGRAMMES
Chavda Shri Harisinh Pratapsinh;Renge Patil Shri Tukaram Ganpatrao

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of Television Rating Point (TRP) of all the channels of Doordarshan in each of the last three years and the current year;

(b) whether Doordarshan programmes are less popular than that of private channels;

(c) if so, the reaction of the Government thereto;

(d) the steps taken/being taken by the Government to popularize the Doordarshan programmes and improve TRP for its each channel;

(e) the details of budgetary allocations made/utilised by Doordarshan for improving programme quality during each of the last three years and the current year,channel-wise; and

(f) the progress achieved in this direction as a result thereof?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION AND BROADCASTING(SHRI ANAND SHARMA)

(a) Information is at Annexure-I.

(b) & (C) Prasar Bharati has informed that in comparison to private TV channels, the Television Rating percentage in respect of Doordarshan for the years 2005, 2006 and 2007 and upto November, 2008 has been higher than other channels.

(d) : Prasar Bharati has informed that following steps have been taken to popularize Doordarshan programmes and improve TRP for each of its channels :

Acquisition of quality software from professional production houses through Self-Finance Scheme and Indian Classics Scheme.

All DD-Channels are placed on DD Direct + DTH platform to improve their popularity with digital transmission.

Steps taken to improve the monitoring and enforcement of DD Channel's visibility in all Cable and Satellite homes in accordance with Cable Television(Regulation) Act.

Cross channel publicity done to improve the viewership of DD programmes over Doordarshan channels and All India Radio channels.

(e) Details of funds utilized by various channels of Doordarshan during the last three years including current year are at Annexure-II.

(f) Popularity of Doordarshan channels is improving.